**Application No.:** 10/533,859

Office Action Dated: December 9, 2009

This listing of claims will replace all prior versions, and listings, of claims in the application.

## **Listing of Claims:**

1. (Canceled)

2. (Currently Amended) A personal information utilization system comprising:

a personal information storage means, a communication means to an external device, and an information processing means for controlling operation of each means thereof;

said personal information storage means not only storing personal information on an information disclosing person but also storing <u>first</u> commodity provision information, etc. on commodity service which is provided for said information disclosing person for each information disclosing person of said personal information; and

said processing means being constituted by the following steps:

- a) receiving information included in second commodity provision information, from an information search side terminal via said communication means,
- b) checking said received <u>second commodity provision</u> information <del>included in</del> the commodity provision information, etc. with <u>the first</u> commodity provision information, etc. stored in said personal information storage means,
- c) identifying, as a results of said checking, an information disclosing person that is associated with said <u>first</u> commodity provision information, <u>said identifying by using the second commodity provision information on a specific commodity as a key such that the as a result of said checking, if said received <u>second commodity provision</u> information <u>included in the commodity provision information</u>, etc. partially or completely coincides with the <u>first</u> commodity provision information, etc. stored in said storage means,</u>
- d) reading out one or more personal information on said identified information disclosing person or persons from said personal information storage means,
- e) transmitting said read out personal information on the information disclosing person or persons to said information search side terminal.
  - 3.-6. (Canceled)

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7. (Currently Amended) A personal information utilization program which is used for a personal information utilization system comprising:

a personal information storage means, a communication means to an external device, and an information processing means for controlling operation of each means thereof; said personal information storage means storing not only personal information on an information disclosing person but also <u>first</u> commodity provision information on commodity service which is provided for said information disclosing person for each information disclosing person of said personal information;

wherein said processing means is allowed:

- a) to receive information included in second commodity provision information [[,]] etc. from an information search side terminal via said communication means,
- b) to check said received <u>second commodity provision</u> information <u>included in</u> the commodity provision information with <u>the first</u> commodity provision information stored in said personal information storage means,
- c) to identify, as a results of the checking, an information disclosing person that is associated with said first commodity provision information, said identifying by using the second commodity provision information on a specific commodity as a key such that the etc., as a result of said checking, if said received second commodity provision information included in the commodity provision information partially or completely coincides with the first commodity provision information, etc. stored in said storage means,
- d) to read out one or more personal information on said identified information disclosing person or persons from said personal information storage means,
- e) to transmit said read out personal information on the information disclosing person or persons to said information search side terminal.

## 8. - 10. (Canceled)

11. (Currently Amended) The personal information utilization system according to claim 2, wherein the <u>first</u> commodity provision information [[,]] etc. registered in said personal information storage means is such information that said processing means associates personal information of said information disclosing person and <u>first</u> commodity provision

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information and receives said associated information from an information register side terminal via said communication means; checks said received personal information with personal information stored in said personal information storage means; identifies the information disclosing person of said received personal information, as a result of said checking, if said received personal information coincides with the personal information stored in said personal information storage means; and registers said <u>first</u> commodity purchasing information [[,]] <u>ete.</u> received for each identified information disclosing person in said personal information storage means.

- 12. (Previously Presented) The personal information utilization system according to claim 2, wherein said information searching person includes at least a manufacture, a sales vendor, a service trader, a self-governing body or an education foundation.
- 13. (Previously Presented) The personal information utilization system according to claim 2, wherein the personal information on the information disclosing person registered in said personal information storage means is such information that the processing means is allowed to receive information on disclosure limits representing disclosure limits for the personal information on the information disclosing person, from the information disclosure side terminal via the communication means and that the personal information storage means is allowed to manage in accordance with the received information on disclosure limits.
- 14. (Currently Amended) The personal information utilization program according to claim 7, wherein the <u>first</u> commodity provision information registered in said personal information storage means is such information that said processing means is allowed to associate personal information of said information disclosing person and <u>first</u> commodity provision information [[,]] etc.; and to receive said associated information from the information register side terminal via said communication means; to check said received personal information with personal information stored in said personal information as a result of said checking, if said received personal information coincides with the personal information stored in said personal information storage means; and to register said <u>first</u>

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commodity purchasing information [[,]] etc. received for each identified information disclosing person in said personal information storage means.

15. (Previously Presented) The personal information utilization program according to claim 7, wherein said information searching person includes at least a manufacturer, a sales vendor, a service trader, a self-governing body or an education foundation.

16. (Previously Presented) The personal information utilization program according to claim 7, wherein the personal information on the information disclosing person registered in said personal information storage means is such information that the processing means is allowed to receive information on disclosure limits representing disclosure limits for the personal information on the information disclosing person, from the information disclosure side terminal via the communication means and that the personal information storage means is allowed to manage in accordance with the received information on disclosure limits.

17. (New) The personal information utilization system of claim 2, wherein the first commodity provision information is automatically registered via an information register side terminal.

18. (New) The personal information utilization system of claim 2, wherein the first commodity provision information comprises a name of an item, a name of a vendor, and a date when the vendor provided the item.